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# innovative nonprofit SOLUTIONS

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**Subscribe to Our  
Quarterly E-Newsletter**

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Our next e-newsletter will feature:

- Fundraising on the Internet
- Trends In Philanthropy:  
Giving Circles
- Resources You Need

**Our Mission:** We help organizations create innovative solutions to build their capacity.

We accomplish this by assessing, designing and implementing strategic fundraising, marketing and management programs for nonprofits, community-based, faith-based and educational institutions and government agencies nationally.

## The INS Group Launches New Website and E-Newsletter



*Welcome* to The INS Group's *Innovative Nonprofit Solutions* E-Newsletter. Our e-newsletter will feature articles on effective strategies for fundraising, nonprofit management and board development. You will find expert advice from guest contributors, spotlights on The INS Group's clients and the latest trends in philanthropy.

We have also published a new website [www.theinsgroup.com](http://www.theinsgroup.com). ***Make The INS Group website your source of information on nonprofits.*** The website will feature links to some of the best national nonprofit resources, including websites and publications on fundraising, grant writing, management and nonprofit boards. Also look for on-line surveys and training, with more to come in the future.

The INS Group will be holding grant writing and fundraising workshops in more cities throughout the nation. Visit our website regularly for workshop calendar updates and/or to request a workshop in your city. ([http://www.theinsgroup.com/newsite/p\\_schedule.html](http://www.theinsgroup.com/newsite/p_schedule.html))



## Fundraising with Direct Mail - the Right Stuff

Direct Mail Can Dramatically Increase Your Donor Base

**Direct mail** is often considered the most expensive way to raise funds, but if done effectively, it can provide a relatively inexpensive way to dramatically increase your number of donors. Direct mail done well broadens your organization's visibility, identifies prospects and volunteers, and successfully raises money.

A successful direct mail solicitation program begins with a written plan that includes the following four steps:

### 1. Set Goals and a Budget

Set specific, measurable, quantitative goals. Know the size of your constituency and how much you want to raise.

After setting goals, develop a

realistic budget. A rule of thumb for budgeting is to assume the cost of mailing will be from 40 to 60 cents per piece including forms, printing, envelopes, computer time for list conversion, merge/purge, letter production, inserting and sorting, delivery to the post office and postage.

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## Trends in Giving

### Giving in the United States In 2004

**\$248 Billion**

#### Sources of Contributions:

Individuals	75.6%
Foundations	11.6%
Bequests	8%
Corporations	4.8%

**Source:** Giving USA Foundation –AAFRC Trust for Philanthropy

**For more information visit** <http://www.aafc.org>

## Durham Chooses The INS Group to Lead Process to End Homelessness

The City and County of Durham and Triangle United Way are making an unprecedented commitment to end homelessness and chose The INS Group to lead the process. The 10-Year Plan to End Homelessness in Durham will move the city and county from managing homelessness to preventing and eliminating homelessness.

Over 80 representatives from diverse professional backgrounds, including Mayor Bill Bell and County Commissioner Chairman Ellen Reckhow, are developing a community plan of action. Representatives include the health care community, the faith community, the business sector, educational institutions, city and county governments and those who are homeless or previously homeless.

The INS Group is facilitating this complex, year-long process. The INS Group will conduct a series of committee meetings, focus groups and public forums and will write the 10-Year Plan. The 10-Year Plan will focus on strategies for prevention and engagement, services and support, interim housing and permanent housing.

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*“The INS Group has done a little bit of everything for us over the years: grant writing, workshop facilitation and project management. Whatever the role, The INS Group’s performance has been consistently topnotch. The INS Group staff is a joy to work with and, more importantly, they produce results: more funding and a better equipped organization.”*

**Terry Allebaugh**  
Executive Director,  
Housing for New Hope  
&  
Chair, Council to End  
Homelessness in Durham

## Fundraising with Direct Mail

### 2. Develop a Schedule

Include a mailing calendar as part of the plan. How many appeal campaigns will you conduct and when? Consider the theme and season of your appeals. The best times to conduct mailings are September to November and March to May. Specialty mailings can be effective during holidays such as Mother's Day or Valentine's Day.

### 3. Target Your Audience

Decide who will receive the appeal. Conduct an "audit." Who are your current donors? Identify former donors, volunteers, vendors, members, clients and other friends of your

organization. Also, gather prospects from board members, staff and current donors and trade names with other organizations.

You may also consider purchased and leased lists from a broker--often the best source of individual mail prospects because performance data on prior mail use is known.

### 4. Test and Evaluate

Consider starting with a test mailing or create two types of direct mail pieces and determine which package works best.

Create an evaluation component that includes: the number of pieces mailed;

total cost of the mailing; and average size of the gift.

Consider other factors when evaluating your campaign, such as: 1) What percentage of donors renew? 2) Would a phone call to those who don't donate be worth it? 3) What is the percentage of donors upgrading their gifts? 4) How many are making several gifts? 5) Was the mailing date optimal? 6) How much was the cost of your campaign and what was the return on investment?

Direct mail may be just the fundraising strategy you need. The INS Group can help you decide if it is right for you.

## End Homelessness

Durham joins over 100 cities across the country that have developed a plan to end homelessness or are in the process of doing so and the federal government strongly supports these efforts.

For more information about the 10-Year Plan process visit

[www.endinghomelessnessindurham.org](http://www.endinghomelessnessindurham.org)

## Project Management Services Offered!

The INS Group responds to the growing need of project management services. Services offered include: organizing a project team and establishing committee structures; facilitating meetings; coordinating and facilitating focus groups and community forums; building coalitions to achieve objectives and resolve conflict; developing website content; and related activities.

## Six Ways Board Members Can Enhance Your Direct Campaign

1. Provide names and addresses of friends, clients and colleagues
2. Write personal notes on direct mail appeals
3. Handwrite addresses on direct mail appeal envelopes
4. Make follow-up calls to personal friends
5. Send personal thank you notes or make personal calls acknowledging contributions
6. Help solicit businesses for donated printing and graphic design

Share with us at [info@theinsgroup.com](mailto:info@theinsgroup.com) ways your board got involved in your direct mail campaign.

### CONTACT US

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